TRACK TECHNIQUE

The Journal of Technical Track & Field Athletics

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The Tobacco Institute
1776 "K" Street, N. W.
Washington, D.C. 20006

Gentlemen:

I have a bold suggestion in the realm of advertising which I should like to submit for your consideration.

Arthur Lydiard, famous New Zealand track coach who produced a number of Olympic Champions and world-record holders, is currently lecturing in the USA, as guest of the U.S. Track and Field Federation. Three years ago he accepted and filled a contract wherein he served as National Coach of Finland. Prior thereto, he served as a track coach-lecturer in New Zealand, employed by Rothman's, Ltd., a world-famous name in tobacco. Lydiard is scheduled to return to his native land in June.

Permit me to suggest that something new, different, and beneficial in sports may be done in the realm of advertising at a minimum of cost which could result in tremendous favorable publicity and serve to enhance the image of the tobacco industry.

I suggest that you, on behalf of The Tobacco Institute, or else one of the major tobacco firms individually, finance a "chair" in physical education at some university for one or more years, to be occupied by Arthur Lydiard. Many universities would be happy to have Lydiard's services in physical education and coaching, providing his salary were paid by some endowed (or other) fund. He is not eligible for the usual type university employment due to lack of academic degrees such as we in the USA normally require. Nevertheless, he does have an expertise in coaching which no number of degrees can confer. Such a "tobacco sponsored" chair or professorship in physical education in the USA would result in far, far more favorable newspaper, radio, sports, and TV advertisement for tobacco than its cost. This would prove to sportsmen, educators, and the American public that tobacco seeks to put something back into sports in the way of technical expertise, instead of merely exploiting the market only for profit.

Should the above appeal to you and/or members of your Institute, please permit me to hear from you at an early convenience so that I may put you in touch with Mr. Lydiard.

Finally, permit me to mention that this letter is motivated by a desire to serve the future of track and field by securing for our country this world-renowned authority's services.

Sincerely yours,

Fred Wilt

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